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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s): **Donald F. Gordon, et al.**

Case: **19880003900 (DIVA/308)**

Serial No. **09/737,841** Filed: **12/14/00**

Examiner: **not assigned** Group Art Unit: **not assigned**

Title: **METHOD AND APPARATUS FOR COLLECTING AND REPORTING
CONSUMER TREND DATA IN AN INFORMATION DISTRIBUTION
SYSTEM**

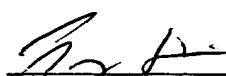
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SIR:

I hereby appoint the attorney(s) on ATTACHMENT A as associate attorney(s) in the aforementioned application, with full power to prosecute said application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected with the prosecution of said application.

Date: 8/15/01


Truong T. Dinh, Reg. #40,993
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ATTACHMENT A

Attorney Name(s): Attorneys and/or Agents of **CUSTOMER #26,291**

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